

US 41 business outreach

Support for business

WisDOT's goal is to minimize the impact construction along US 41 has on your business. We'll be keeping you and your customers well informed about construction in order to keep your business running smoothly. To help accomplish this, WisDOT has developed the US 41 "In This Together" kit for small and medium-sized businesses affected by US 41 construction. The kit provides basic tips and strategies to encourage customers to keep coming in during construction. The kit also contains customizable templates for radio, print and online advertisements to help remind the public that businesses are open during the US 41 Project.

For more information about business resources, please visit the [business resources](#) page.